

## ORDER



**Orders**  
**Order / Rev:** 708526  
**Alt Order #:** 06292035  
**Product Desc:** SHERROD BROWN/SENATE  
**Estimate:**  
**Flight Dates:** 08/28/12 - 09/03/12  
**Original Date / Rev:** 08/21/12 / 08/21/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Shorr, Johnson, Magnus/POL  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St. #602  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Friends of Sherrod Brown  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	27	\$24,250.00	\$20,612.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	27	\$24,250.00	\$20,612.50	0.00
<b>Totals</b>	<b>27</b>	<b>\$24,250.00</b>	<b>\$20,612.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	23%	\$24,250.00
Market	100%	\$105,434.78

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	44%	\$46,391.30
WJW	14%	\$14,760.87
WOIO	19%	\$20,032.61
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/28/12	08/31/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- TWTF - -	8		\$1,000.00		0.00						
E 2	WKYC	09/03/12	09/03/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M- - - - -	1		\$1,000.00		0.00						
E 3	WKYC	08/28/12	08/31/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- TWTF - -	4		\$1,000.00		0.00						

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Advertiser: Friends of Sherrod Brown  
 Product Desc: SHERROD BROWN/SENATE  
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/28/12	08/31/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
E 4	WKYC	09/03/12	09/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M- - - - -		1			\$1,000.00		0.00				
E 5	WKYC	08/28/12	08/30/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWT - - -	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- TWT - - -		3			\$750.00		0.00				
E 6	WKYC	08/28/12	08/31/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	7	\$750.00	P-2	0.00	NM	7	\$5,250.00
	2X TU-TH, 1X FRI														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- TWTF - -		7			\$750.00		0.00				
E 7	WKYC	09/03/12	09/03/12	Tonight Show Tonight Show	CM	1135p-1237a	M- - - - -	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M- - - - -		1			\$750.00		0.00				
E 8	WKYC	09/01/12	09/01/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S-	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - - - S-		2			\$1,000.00		0.00				
Totals													27	\$24,250.00	